

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant : Satoru Ueda  
Serial No. : 09/819,264  
For : CONTENTS MARKET RESEARCH SYSTEM,  
CONTENTS MARKET RESEARCH APPARATUS,  
CONTENTS POLLING APPARATUS, CONTENTS  
MARKET RESEARCH METHOD AND RECORDING  
MEDIUM  
Filed : March 28, 2001  
Examiner : Deshpande, Kalyan K.  
Art Unit : 3623  
Confirmation No. : 2071

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**CERTIFICATE OF ELECTRONIC FILING**

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Fontella McKenzie  
(Name of person signing transmittal)

Signature

September 4, 2007  
Date of Signature

**AMENDMENT UNDER 37 C.F.R. § 1.116**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Final Office Action mailed on June 5, 2007, having a three-month statutory period for response set to expire on and including September 5, 2007, please amend the above-identified application as follows.

Frommer Lawrence & Haug LLP  
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**Amendments to the Claims** are reflected in the listing of claims, which begins on page 3 of this paper.

**Remarks/Arguments** begin on page 11 of this paper.